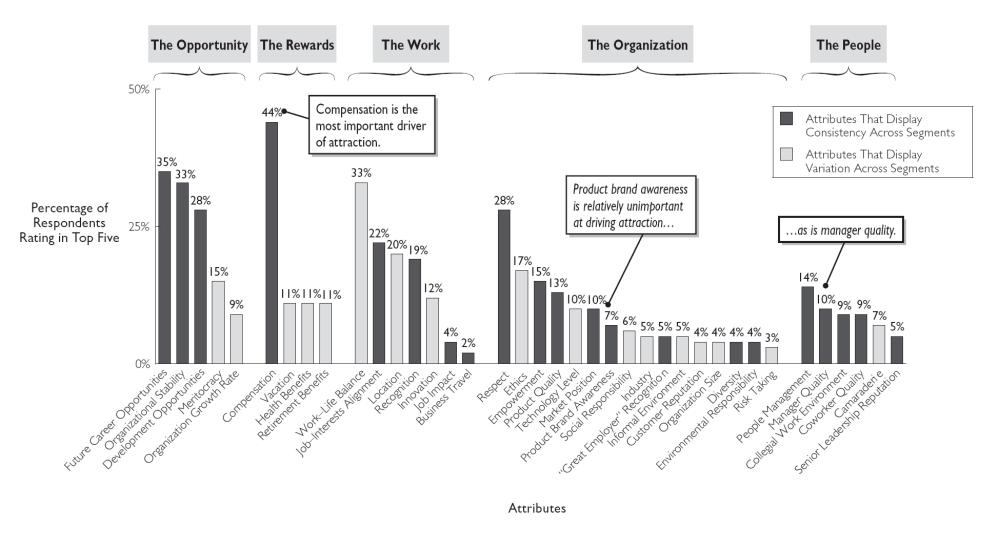
## Opportunity and Rewards Are Most Important

## Compensation and career opportunities show disproportionate returns at improving attraction

Percentage of Respondents Rating EVP Attribute in Top Five Most Important for Assessing Potential Employers



Note: Each bar represents the percentage of respondents reporting attributes as top five in importance when evaluating an organization as a potential employer. The data above represent the aggregate level of attribute importance at the country-level averaged across countries.

The relative variation of attributes is calculated by the ratio of the standard deviation of the importance of the attribute to the average importance of

Source: Corporate Leadership Council, Employment Value Proposition Survey; Corporate Leadership Council research.

This information is the proprietary material of the Corporate Leadership Council, Corporate Executive Board and is not to be shared with individuals who are not currently employees of the State of North Carolina.